

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE
RICHMOND, VIRGINIA

To: Mr. R. N. Thomson Date: April 19, 1974
From: J. E. Wickham✓
Subject: Comparison of 14th Market Survey Data of
FTC and TITL Versus Philip Morris Data

The tar data reported by the Federal Trade Commission (FTC) for the 14th Market Survey dated March, 1974, were higher than the respective data determined by TITL and data from the Philip Morris C. I. Reports. The nicotine data showed good agreement between the three laboratories (see attached graphs).

The overall average for the 122 brands tested in Market Survey #14 for tar and nicotine are as follows:

<u>Average For All Brands</u>			
<u>Market Survey #14</u>	<u>FTC</u>	<u>PM</u>	<u>TITL</u>
FTC Tar, mg/cigt.	17.7	17.2	17.1
Nicotine, mg/cigt.	1.17	1.19	1.18

All three laboratories were in good agreement for both tar and nicotine deliveries for Market Sample #13.

The following new brands were tested and added to the March, 1974, FTC Report.

<u>Brand</u>	<u>Company</u>
Lucky Ten 100	American
Raleigh Extra Mild 85	B & W
Viceroy Extra Mild 85	B & W
Alpine 100	Philip Morris
Twist 100	American
Redford 85	Lorillard

The following brands were tested in Market Sample #13 but were dropped from Market Survey #14.

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<u>Brand</u>	<u>Company</u>
Adam 85 (Brown)	L & M
Adam 100 (Brown)	L & M
Mapleton 70 (NF)	U. S. Tobacco
Marvel 70	Stephano
Mermaid 100	American
Sano 70	U. S. Tobacco
Stratford 85 (NF)	U. S. Tobacco
Stratford 85	U. S. Tobacco

JEW:gmm

cc: Dr. H. R. Wakeham
Mr. F. E. Resnik
Dr. R. B. Seligman

Attachments (Graphs 1-6)

Freickham

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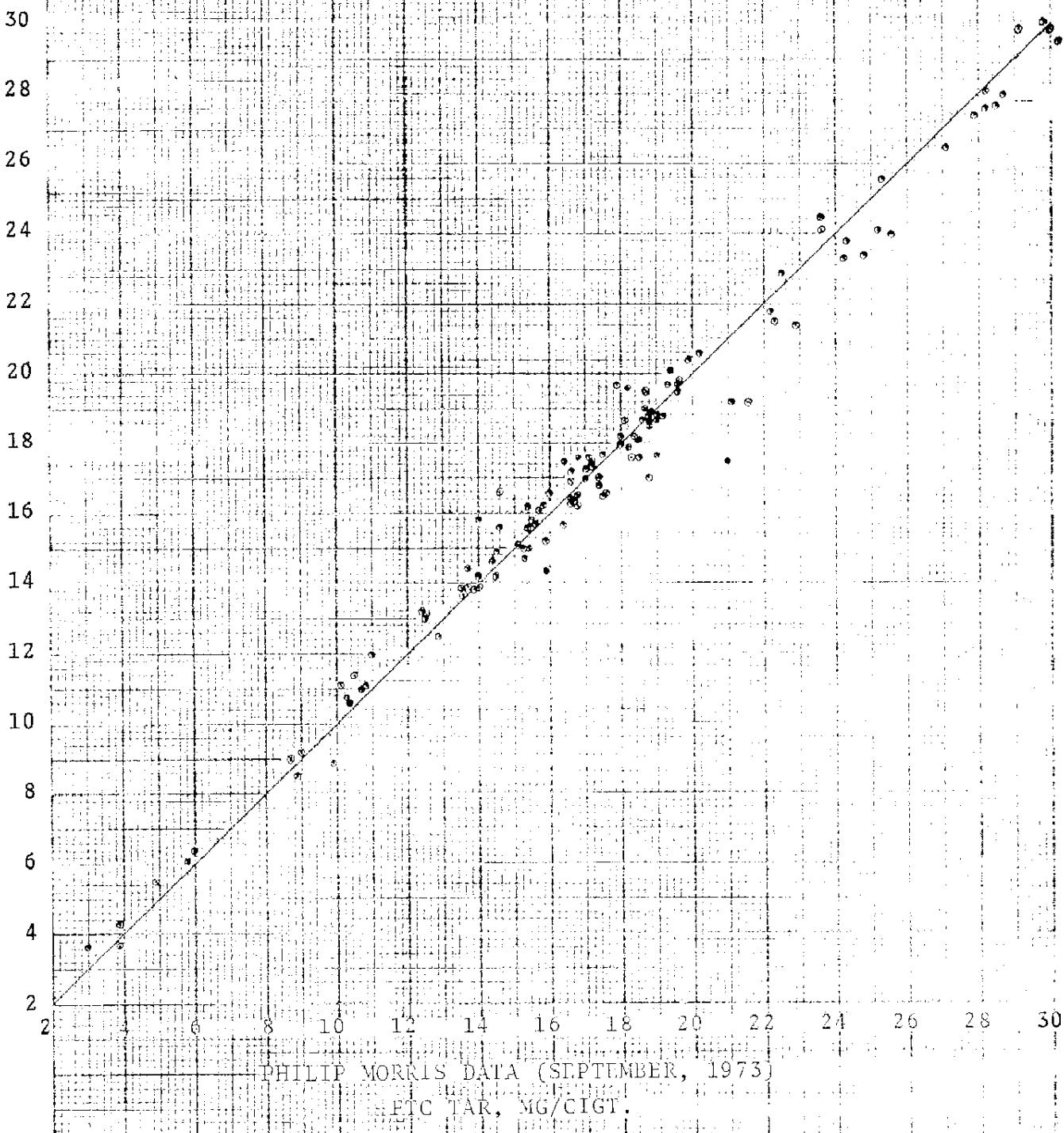
TITL MARKET SAMPLE #14

FTC TAR, MG/CIGT.

GRAPH #1

TITL MARKET SAMPLE #14 VS. PM DATA (SEPTEMBER, 1973)

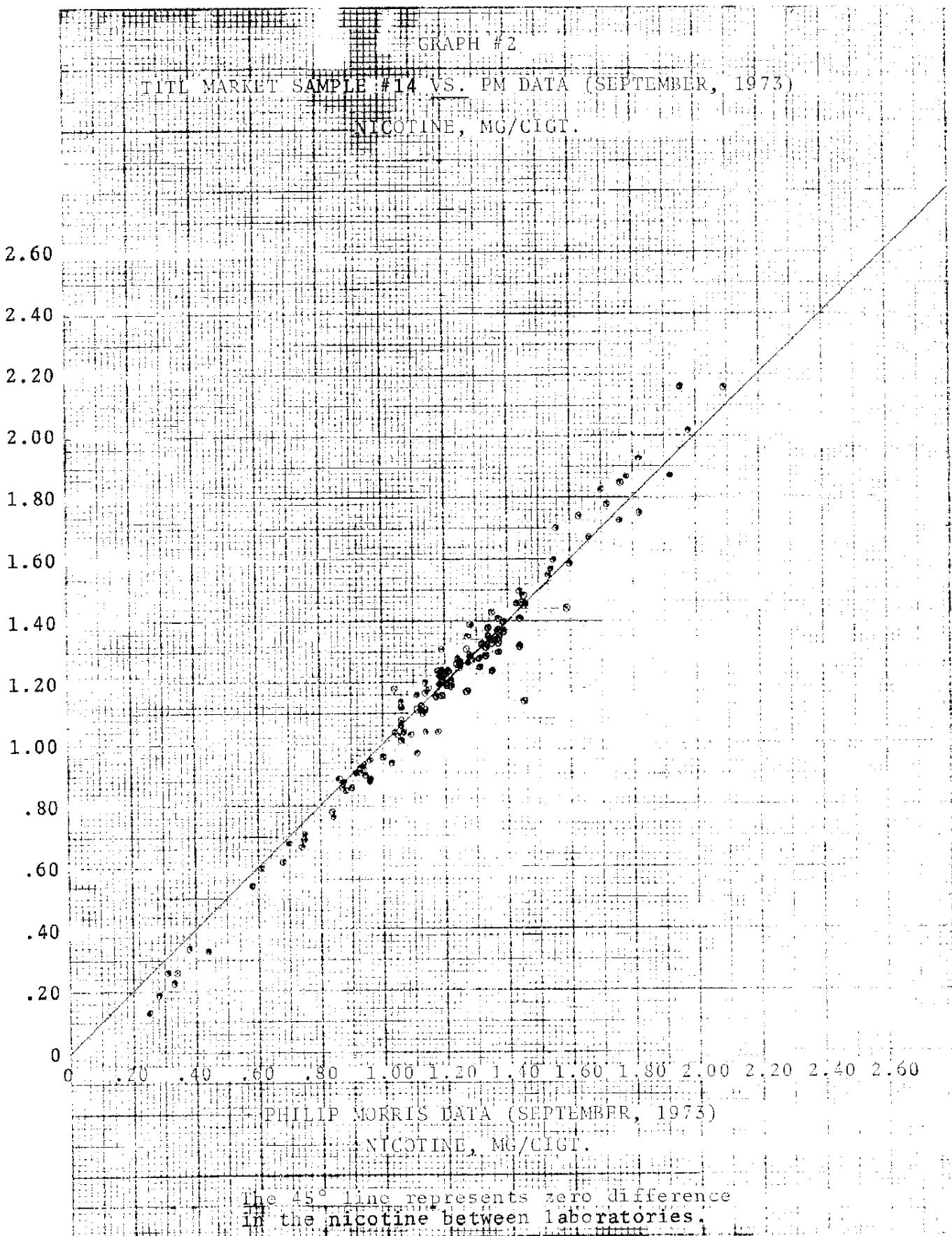
FTC TAR



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TITL MARKET SAMPLE #14

NICOTINE, MG/CIGT.



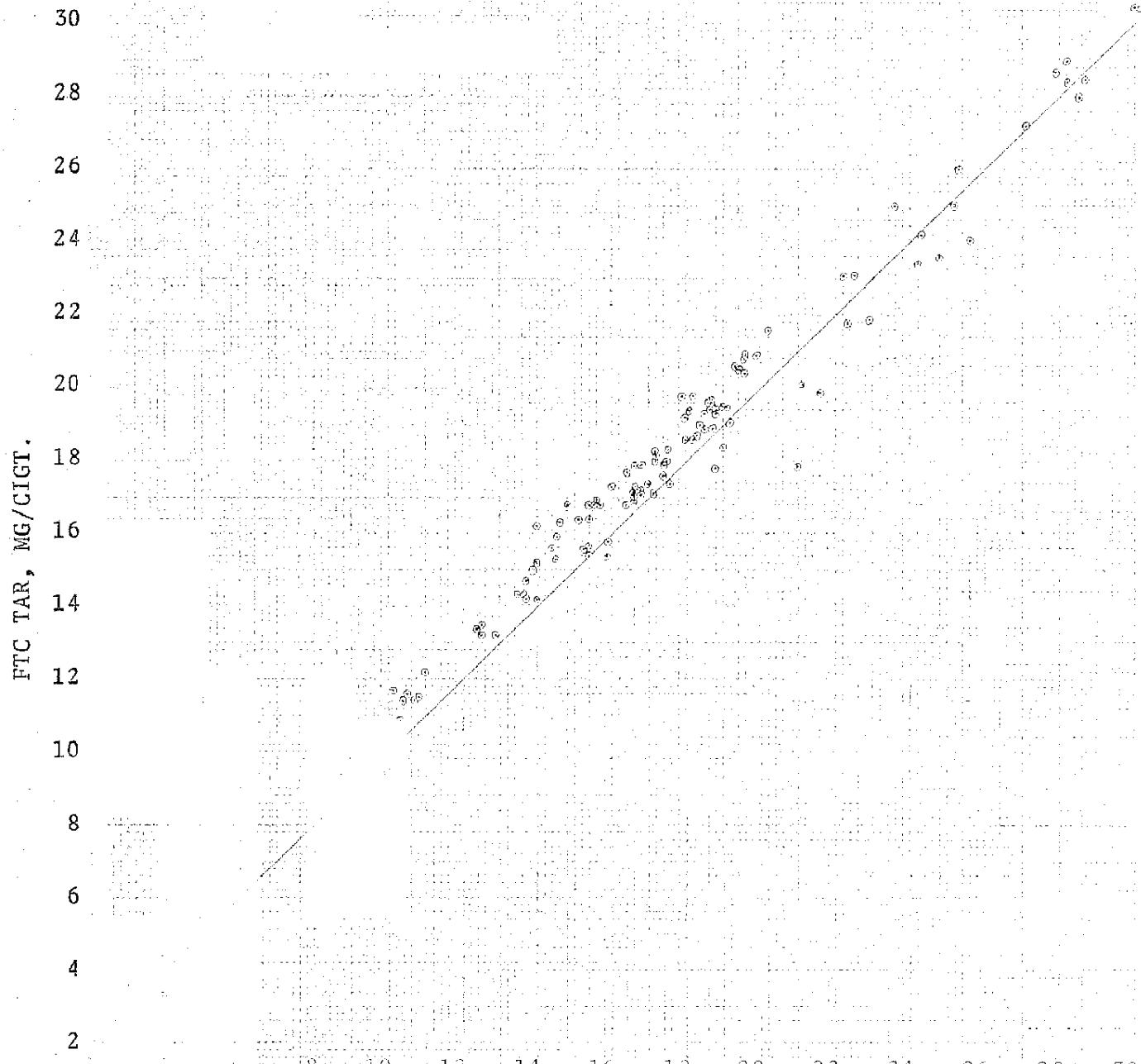
PM3001060991

GRAPH #3

FTC MARKET SAMPLE #14 VS. P. M. DATA (SEPTEMBER, 1975)

FTC TAR

FTC MARKET SAMPLE #14



The 45° line represents zero difference
in the FTC Tar between laboratories.

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FTC MARKET SAMPLE #14

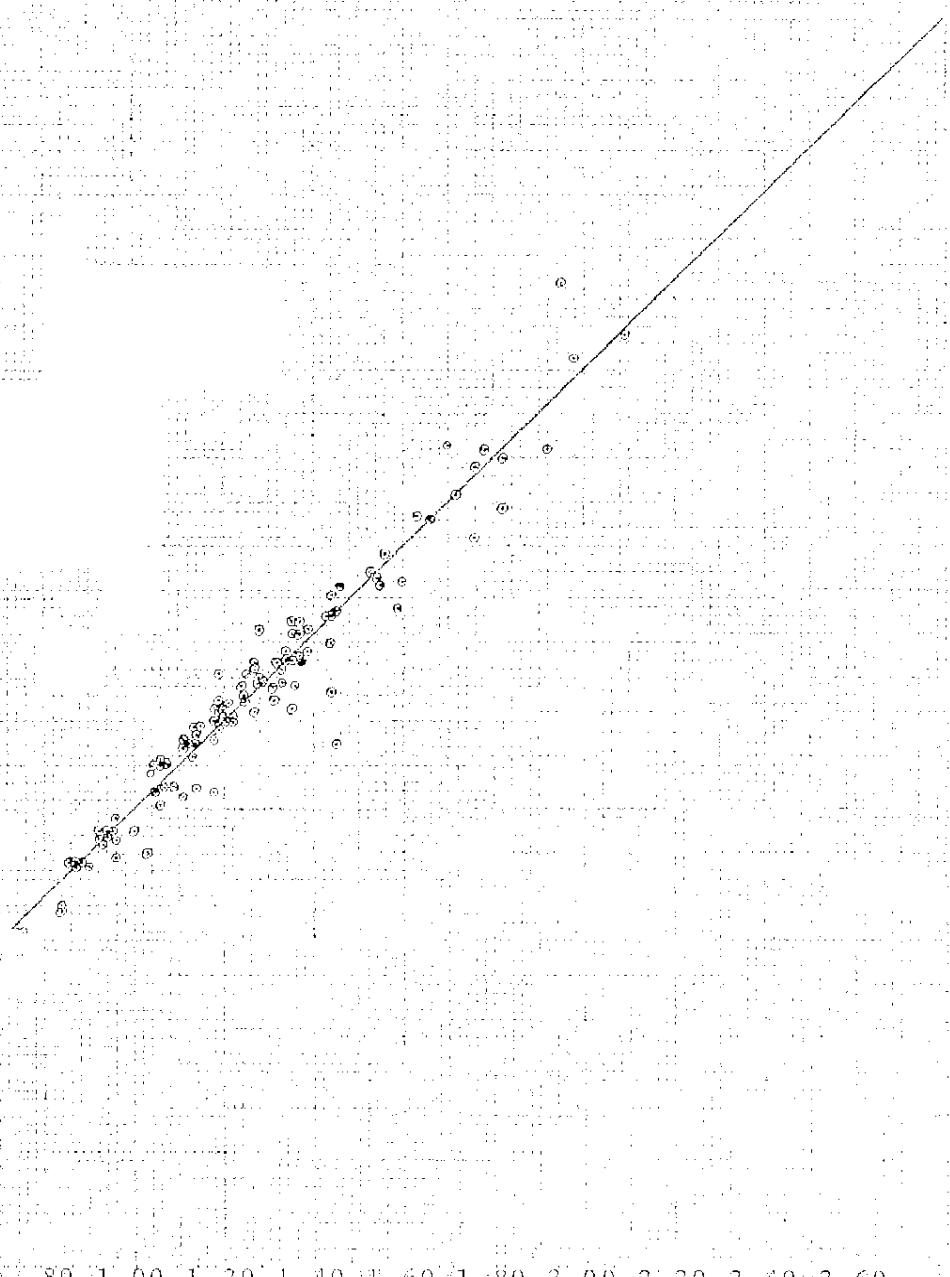
NICOTINE, MG/CIGT.

2.60
2.40
2.20
2.00
1.80
1.60
1.40
1.20
1.00
.80
.60
.40
.20
0

GRAPH #4

FTC MARKET SAMPLE #14 VS. P.M. DATA (SEPTEMBER, 1973)

NICOTINE



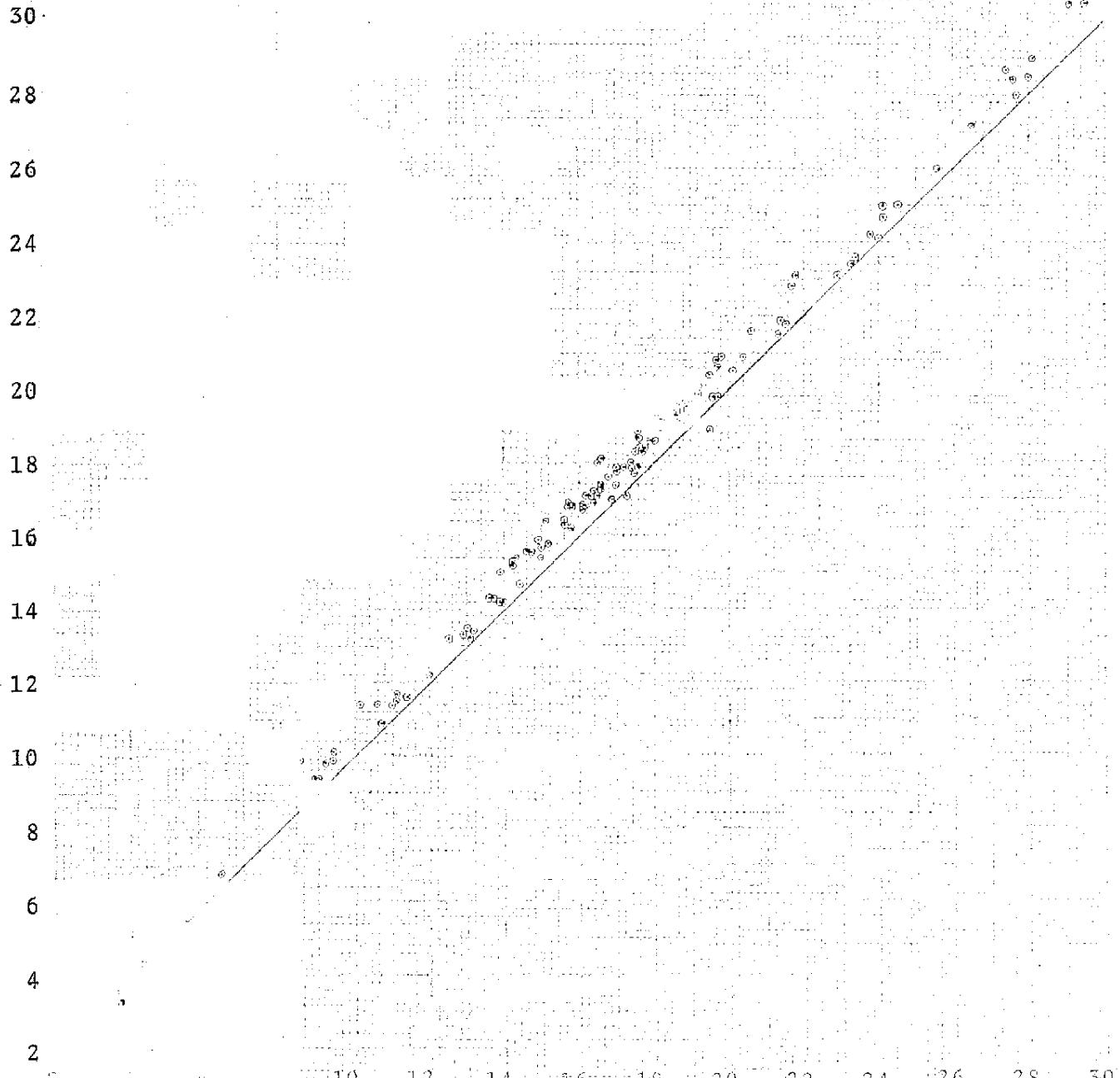
The 45° line represents zero difference
in the nicotine between laboratories.

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GRAPH #5

TITLE MARKET SAMPLE #14

FTC TAR, MG/CIGT.

FTC MARKET SAMPLE #14
FTC TAR, MG/CIGT.

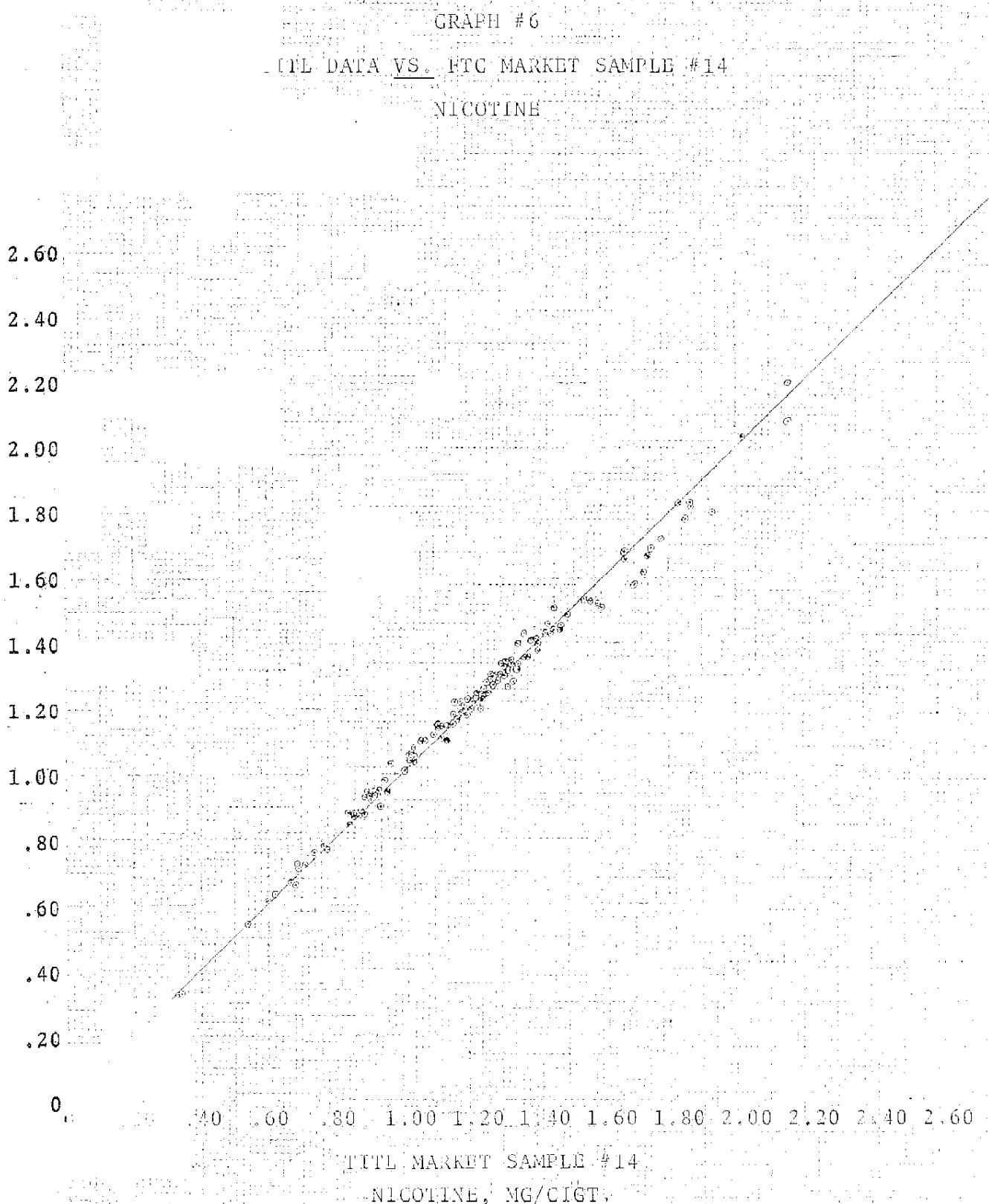
TITLE MARKET SAMPLE #14

FTC TAR, MG/CIGT.

The 45° line represents zero difference
in the FTC Tar between laboratories.

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FTC MARKET SAMPLE #14
NICOTINE, MG/CIGT.



The 45° line represents zero difference in the nicotine between laboratories.

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